

Junk mail and unwanted phone calls

Do you feel overwhelmed by the flood of junk mail and telemarketing calls you receive? Experts estimate that Americans receive almost two million tons of junk mail every year, with the average person spending eight full months of his or her life just opening it. Telemarketing calls are also time-consuming and irritating.

How do companies even get your name? It is probably part of a national advertising list used by direct marketers. Direct marketers sell their goods and services directly to consumers by using mail, catalogs, and telemarketing. The advertising lists are compiled from many sources and then sold to the direct marketers to use in marketing campaigns.

Aside from the annoyance of receiving unwanted mail, many consumers are concerned about the amount of paper used to print the catalogs, advertisements, sweep-

stakes announcements, and other junk mail received on a daily basis.

Some of the mail being sent is sexually oriented. To avoid getting sexually oriented mail, fill out Forms 2201 and 2150 at your local post office. The forms **must** be filled out by the person to whom the mail is addressed. To complete Form 2150, you must include the envelope and entire contents of the sexually oriented mail, sign the front of the envelope, indicate the date it was received, and attach it to the form.

To reduce other types of mail, write directly to the companies that are sending you the junk mail and tell them to stop.

You can eliminate your name from large mailing lists which are sold to direct mail marketers. Your name will usually stay on the removal list for five years; then your name must be registered again. Write to:

Mail Preference Service
Direct Marketing Association
P.O. Box 9008
Farmingdale, NY 11735-9008

To reduce the number of telemarketing calls made to your telephone, contact:

Telephone Preference Service
Direct Marketing Association
P.O. Box 9014
Farmingdale, N.Y 11735-9014

Both the mail and telephone preference services are operated by the Direct Marketing Association.

For more information, or to file a complaint, contact the Bureau of Consumer Protection at:

(800) 422-7128

FAX: (608) 224-4939

TTY: (608) 224-5058

E-MAIL:
datcp hotline@datcp.state.wi.us

WEBSITE:
<http://datcp.state.wi.us/>

(see back page for sample form letter)

A simple form to use when contacting companies:

Attention:

I no longer want junk mail sent to my address and I hereby request that the following name(s) be removed from any mailing lists immediately:

Name(s): Connie Consumer

Address: 123 W Anytown Avenue, Any Town USA

Thank you for your prompt attention to this request.

Sincerely,

Sent: 1/15/00

These efforts may not eliminate all your unwanted mail or telephone calls, but they should be significantly reduced.